



WXYZ

ORDER

Flight Dates **10/16/12-10/22/12**

Contract / Revision **310831 /**

Original Date / Revision
09/12/12 09/13/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product
CARE for Michigan

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1286**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$26,265.00	\$30,900.00	0.00	10/01/12	10/22/12	20	\$26,265.00	\$30,900.00
Totals	20	\$26,265.00	\$30,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/16/12	10/22/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$700.00	FX	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	11111--			5		\$700.00		0.00				
N 2	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11-1---	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	11-1---			3		\$1,600.00		0.00				
N 3	WXYZ	10/17/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	--1-1--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 09/14/12

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Contract / Revision **310831** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/13/12

Order Sep 00:20:00

Advertiser **CARE for Michigan** Product **CARE for Michigan**

Estimate # **1286**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/17/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	-- 1- 1--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-- 1- 1--					2	\$800.00		0.00			
N 4	WXYZ	10/16/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11- 1- - -	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11- 1- - -					3	\$800.00		0.00			
N 5	WXYZ	10/19/12	10/19/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- - - - F- -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	- - - - F- -					1	\$1,200.00		0.00			
N 6	WXYZ	10/16/12	10/22/12	5p News 5-6pm M-F	CM	5-6pm M-F	111- - - -	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	111- - - -					3	\$1,800.00		0.00			
N 7	WXYZ	10/18/12	10/22/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	1- - 1- - -	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1- - 1- - -					2	\$4,000.00		0.00			
N 8	WXYZ	10/18/12	10/18/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	- - - T- - -	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	- - - T- - -					1	\$4,000.00		0.00			
Totals														20	\$30,900.00